



NEW HORIZON COLLEGE OF ENGINEERING

CO-CURRICULAR CLUB

DATA ANALYTICS CLUB



MDP ON BUSINESS ANALYTICS & INTELLIGENCE -UNLEASH THE POWER OF DATA

Venue: Falconry hall

Date: 22nd December, 2023

Time: 9:30 AM - 4:00 PM

Faculty Co-ordinators: Dr Rose Kavitha, Professor, Department of Management Studies, Prof. Aiswarya D Pillai, Assistant Professor, Department of Management Studies

Student Coordinators: Nisha Goswami – 1NH22BA098 – MBA 3rd SEM SEC B, PRESIDENT

Sachin Sunil K – 1NH22BA126 - MBA 3rd SEM SEC C, VICE PRESIDENT

Total Number of Internal Participants: 14

Total Number of External Participants: 17

Event Poster weblink: [The Department of Management Studies organized a one-day Management Development Program \(MDP\) associated with analytics with analytics.... | Instagram](#)

Targeted Audience: Students from MBA Decision Science, CSE, ISE, PG students, junior-level managers, research scholars, Academicians and Faculty members

Description of the Event:

The Department of Management Studies organized a one-day Management Development Program (MDP) associated with analytics with analytics. Society of India clever Insights and Data Analytics Club on 22nd December 2023 at Falconry Hall, NHCE.

Participants across the industry's junior-level managers, research scholars, and Academicians were invited to attend the MDP as delegates.

MDP inauguration started with an invocation song rendered by MBA department students Ms. Kalpana and Ms. Chandana.

Dr. Guru Basava Aradhaya, Professor & HoD inaugurated the event

Session 1: The resource person for the session of the MDP was Mr. Bastin Robin, Director, Clever Insights who briefed the first session of the MDP on Data Analytics started by sharing the quote “Think from Data” Mr Bastin shared his expertise in Artificial Intelligence, Machine learning, and Deep learning the Pillars of Analytics; further, the section progressed by Digitalization and how AI might impact jobs in future, examples of OLA, UBER and the data analysis were explained in brief. The speaker Progressed by working with data, and hands-on experience with Excel and explained the concept of the Descriptive, Diagnostics, Predictive, and Prescriptive phases by taking an example of health care industries. The session ended with a data-driven decision approach and BUS framework, “think right and have the ability to ask correct questions from the data set”, with this quote session 1 ended with an overwhelming response from the audience.

Session 2: Mr. Sunil R D, HR L&D Professional and SaaS Product Expert started his session by sharing the HR story in the organization, further moving he spoke on HR analytics used in HR industries and other industries, relationship with the data used in the organization. The speaker further spoke about the datasheet used in Tableau.

Session 3: Ms. Sharada Sringswara, adjunct faculty member at the Indian Institute of Management Bangalore - Data Centre and Analytics Lab (IIMB-DCAL) and an Associate Partner at Acuver Consulting Private Limited she spoke on ability to understand the data, to extract value from it and to analyse it. Pictorial representation is the need of the hour. The speaker progressed the session with data analysis by storytelling and visualization.

MDP event concluded with the certificate distribution and. Dr. Guru Basava Aradhaya, Professor & HoD proposed the vote of thanks.



**BUSINESS ANALYTICS AND INTELLIGENCE - UNLEASH
THE POWER OF DATA**

22 December 2023 | 9:30 AM - 4:00 PM

Falconry Hall



Registration Link

Resource Persons

 Mr. Bastin Robin Head of Data Science and AI @Cleverinsight Session: Analytics in operations and SCM	 Mr. Sunil R D Deputy Manager - Continental AG Session: Analytics in HR & Business Management	 Ms. Sharada Sringswara Adjunct Faculty in Indian Institute of Management Bangalore - Data Centre and Analytics Lab (IIMB-DCAL) and Associate Partner at Acquer Consulting Private Limited. Session: Data Visualizations and Analysis
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Student Coordinators

Nisha Goswami 95601 61869	Sachin Sunil K 99016 79738
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EVENT POSTER



SESSION 1



SESSION 2



SESSION 3



OVERALL